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A Report To
**The Globe and Mail
and CTV**

**2008 Federal Election:
Ontario Poll**

October 10th, 2008

Introduction and Methodology

- ◆ *The Strategic Counsel* is pleased to present findings of a survey of 1060 Ontarians.
- ◆ Results are based on random samples of adults 18 years of age or older in each of the 106 ridings in Ontario. Results were weighted by age and region to be proportionate to the provincial population.
- ◆ Interviews were conducted between October 7th and October 9th, 2008.
- ◆ Note: Proportions may not sum to 100% due to rounding.

Ridings by Region

Northern Ontario

- ◆ Algoma—Manitoulin—Kapusksing; Kenora; Nickel Belt; Nipissing—Timiskaming; Sault Ste. Marie; Sudbury; Thunder Bay—Rainy River; Thunder Bay—Superior North; Timmins—James Bay

South Eastern Ontario

- ◆ Carleton—Mississippi Mills; Glengarry—Prescott—Russell; Haliburton—Kawartha Lakes—Brock; Kingston and the Islands; Lanark—Frontenac—Lennox and Addington; Leeds—Grenville; Nepean—Carleton; Northumberland—Quinte West; Ottawa Centre; Ottawa South; Ottawa West—Nepean; Ottawa—Orléans; Ottawa—Vanier; Parry Sound—Muskoka; Peterborough; Prince Edward—Hastings; Renfrew—Nipissing—Pembroke; Simcoe North; Stormont—Dundas—South Glengarry

Toronto

- ◆ Beaches—East York; Davenport; Don Valley East; Don Valley West; Eglinton—Lawrence; Etobicoke Centre; Etobicoke North; Etobicoke—Lakeshore; Parkdale—High Park; Pickering—Scarborough East; Scarborough Centre; Scarborough Southwest; Scarborough—Agincourt; Scarborough—Guildwood; Scarborough—Rouge River; St. Paul's; Toronto Centre; Toronto—Danforth; Trinity—Spadina; Willowdale; York Centre; York South—Weston; York West

Ridings by Region

South Central Ontario (*Inner 905*)

- ◆ Ajax—Pickering; Bramalea—Gore—Malton; Brampton West; Brampton—Springdale; Markham—Unionville; Mississauga East—Cooksville; Mississauga South; Mississauga—Brampton South; Mississauga—Erindale; Mississauga—Streetsville; Newmarket—Aurora; Oak Ridges—Markham; Richmond Hill; Thornhill; Vaughan

South Central Ontario (*Outer Suburbs*)

- ◆ Barrie; Burlington; Dufferin—Caledon; Durham; Halton; Oakville; Oshawa; Simcoe—Grey; Whitby—Oshawa; York—Simcoe

South Western Ontario (*Cities*)

- ◆ Brant; Cambridge; Guelph; Hamilton Centre; Hamilton East—Stoney Creek; Hamilton Mountain; Kitchener Centre; Kitchener—Waterloo; London North Centre; London West; London—Fanshawe; St. Catharines; Windsor West; Windsor—Tecumseh

South Western Ontario (*Towns & Rural*)

- ◆ Ancaster—Dundas—Flamborough—Westdale; Bruce—Grey—Owen Sound; Chatham-Kent—Essex; Elgin—Middlesex—London; Essex; Haldimand—Norfolk; Huron—Bruce; Kitchener—Conestoga; Lambton—Kent—Middlesex; Niagara Falls; Niagara West—Glanbrook; Oxford; Perth—Wellington; Sarnia—Lambton; Welland; Wellington—Halton Hills

Sample Distribution and Margin of Error

Regional and Demographic Breakdowns	Sample Size	Margin of Error (±)
Ontario	1000	3.1%
Toronto	230	6.5%
South Central Ontario	250	6.2%
South Central Ontario (inner 905)	150	8.0%
South Central Ontario (Outer Suburbs)	100	9.8%
South Western Ontario	300	5.7%
South Western Ontario (Cities)	140	8.3%
South Western Ontario (Towns & Rural)	160	7.8%
South Eastern Ontario	190	7.1%
Northern Ontario	90	10.3%
Conservative Ridings	400	4.9%
Liberal Ridings	540	4.2%
NDP Ridings	120	9.0%
<p>Note: <i>Because of the smaller sample size, the margin of error for demographic breakdowns is significantly larger than for the overall percentages.</i></p>		

Detailed Tables

How would Ontarians vote today?

How would Ontarians vote today?

	2004 Election	2006 Election	Aug 25-31 2008	Sep 28-28 2008	Oct 7-9 2008
n=			383	383	1000
	%	%	%	%	%
Conservative candidate	32	35	41	43	37
Liberal candidate	45	40	35	30	32
NDP candidate	18	20	15	17	20
Green Party candidate	5	5	10	10	11

Q. If the federal election was being held tomorrow, do you think you'd be supporting the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area?

Q. In that case, which party's candidate in your local area would you be leaning towards at this time? Would it be the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area?

Base: Total sample

How would Ontarians vote today? *By region*

	Ontario		Region									
			Toronto		South Central**		South Western		South Eastern		Northern	
	2006 Election	Oct 7-9	2006 Election	Oct 7-9	2006 Election	Oct 7-9	2006 Election	Oct 7-9	2006 Election	Oct 7-9	2006 Election	Oct 7-9
n=	1000	230	250	300	190	90						
	%	%	%	%	%	%						
Conservative candidate	35	37	24	29	39	40	37	35	44	51	23	27
Liberal candidate	40	32	51	39	44	33	34	33	34	23	39	23
NDP candidate	20	20	21	20	12	15	24	18	17	22	35	41
Green Party candidate	5	11	4	12	5	12	5	14	6	5	3	9

** South Central Ontario comprises ridings from the cities and communities which surround, and are closely integrated with, the City of Toronto. It extends from Burlington to Barrie to Oshawa. See page 4 for a complete list.

Q. If the federal election was being held tomorrow, do you think you'd be supporting the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area?

Q. In that case, which party's candidate in your local area would you be leaning towards at this time? Would it be the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area?

Base: Total sample

How would Ontarians vote today? *By region*

	South Central Ontario**		Sub-Region			
			Inner 905		Outer Suburbs	
	2006 Election	Oct 7-9 250 %	2006 Election	Oct 7-9 150 %	2006 Election	Oct 7-9 100 %
n=						
Conservative candidate	39	40	34	36	45	46
Liberal candidate	44	33	51	37	35	27
NDP candidate	12	15	11	14	14	18
Green Party candidate	5	12	4	13	6	9

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Base: Total sample

How would Ontarians vote today? *By region*

	South Western Ontario		Sub-Region			
			Cities		Towns & Rural	
	2006 Election	Oct 7-9	2006 Election	Oct 7-9	2006 Election	Oct 7-9
n=		300		140		160
		%		%		%
Conservative candidate	37	35	31	26	44	43
Liberal candidate	34	33	36	30	33	36
NDP candidate	24	18	29	23	19	13
Green Party candidate	5	14	5	21	5	9

Q. If the federal election was being held tomorrow, do you think you'd be supporting the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area?

Q. In that case, which party's candidate in your local area would you be leaning towards at this time? Would it be the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area?

Base: Total sample

How would Ontarians vote today? *By 2006 winning party*

	Ontario		2006 Winning Party					
			Conservative Ridings		Liberal Ridings		NDP Ridings	
	2006 Election	Oct 7-9 1000	2006 Election	Oct 7-9 400	2006 Election	Oct 7-9 540	2006 Election	Oct 7-9 120
n=		%	%	%	%	%	%	
Conservative candidate	35	37	46	48	30	32	20	24
Liberal candidate	40	32	33	27	48	37	32	25
NDP candidate	20	20	16	17	17	18	43	38
Green Party candidate	5	11	5	8	4	13	4	13

Q. If the federal election was being held tomorrow, do you think you'd be supporting the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area?

Q. In that case, which party's candidate in your local area would you be leaning towards at this time? Would it be the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area?

Base: Total sample

How would Ontarians vote today? *By demographics*

	Ontario	Age			Education			Household Income			Gender	
		18-34	35-49	50+	High school or less	Some Post-Secondary	Graduated College or University	Less than \$49K	\$50K to \$99K	\$100K or more	Male	Female
	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9
n=	808	231	220	335	207	104	469	215	283	211	429	380
	%	%	%	%	%	%	%	%	%	%	%	%
Conservative candidate	37	30	35	43	41	35	36	36	36	40	40	34
Liberal candidate	32	30	32	34	29	26	35	30	33	34	33	31
NDP candidate	20	26	22	14	22	25	19	24	22	15	16	24
Green Party candidate	11	14	11	9	8	14	11	11	10	11	11	11

Q. If the federal election was being held tomorrow, do you think you'd be supporting the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area?

Q. In that case, which party's candidate in your local area would you be leaning towards at this time? Would it be the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area?

Base: Decided voters

How would Ontarians vote today? *By demographics*

	Ontario	Labour Union		Born in Canada		Visible Minority		Born-again Christian		Own/Rent Home	
		Yes	No	Yes	No	Yes	No	Yes	No	Own	Rent
	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9
n=	808	157	629	601	197	128	633	140	637	644	133
	%	%	%	%	%	%	%	%	%	%	%
Conservative candidate	37	25	41	38	36	36	38	51	35	39	31
Liberal candidate	32	37	30	30	38	38	30	25	33	35	18
NDP candidate	20	29	18	21	18	18	20	13	21	18	30
Green Party candidate	11	9	12	12	9	8	12	10	11	9	20

Q. If the federal election was being held tomorrow, do you think you'd be supporting the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area?

Q. In that case, which party's candidate in your local area would you be leaning towards at this time? Would it be the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area?

Base: Decided voters

How would Ontarians vote today? *By gender*

	Ontario	All Men	Men			All Women	Women		
			18-34	35-49	50+		18-34	35-49	50+
	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9
n=	808	429	125	116	176	380	106	104	159
	%	%	%	%	%	%	%	%	%
Conservative candidate	37	40	36	43	41	34	24	27	46
Liberal candidate	32	33	32	27	39	31	27	38	28
NDP candidate	20	16	18	20	12	24	36	24	17
Green Party candidate	11	11	15	11	8	11	14	11	9

Q. If the federal election was being held tomorrow, do you think you'd be supporting the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area?

Q. In that case, which party's candidate in your local area would you be leaning towards at this time? Would it be the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area?

Base: Decided voters

Adjusting Green Party Support

	Ontario		Region													
			Toronto		South Central (Inner)		South Central (Outer)		South Western (Cities)		South Western (Rural)		South Eastern		Northern	
	Oct 7-9	Adjusted for Green Slippage	Oct 7-9	Adjusted for Green Slippage	Oct 7-9	Adjusted for Green Slippage	Oct 7-9	Adjusted for Green Slippage	Oct 7-9	Adjusted for Green Slippage	Oct 7-9	Adjusted for Green Slippage	Oct 7-9	Adjusted for Green Slippage	Oct 7-9	Adjusted for Green Slippage
n=	1000		230		150		100		140		160		190		90	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Conservative candidate	37	38	29	30	36	37	46	47	26	27	43	44	51	51	27	28
Liberal candidate	32	33	39	40	37	39	27	28	30	33	36	36	23	23	23	24
NDP candidate	20	21	20	22	14	15	18	19	23	26	13	14	22	22	41	43
Green Party candidate	11	7	12	8	13	9	9	6	21	14	9	6	5	3	9	6

Historically, support for the Green Party is usually over-reported in polls when compared to actual results on election night. To estimate the potential impact of this ballot box switch, we have re-allocated one-third of the green support to the other parties based on the reported second choice preferences of Green Party supporters.

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Q. If the federal election was being held tomorrow, do you think you'd be supporting the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area?

Q. In that case, which party's candidate in your local area would you be leaning towards at this time? Would it be the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area?

Base: Total sample

Detailed Tables

How likely are Ontarians to switch their vote?

How likely are Ontarians to switch their vote? *By region*

	Ontario	Region				
		Toronto	South Central**	South Western	South Eastern	Northern
	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9
n=	629	135	169	175	110	41
	%	%	%	%	%	%
TOTAL Very/Somewhat likely	28	28	26	33	22	30
Very likely	5	5	9	3	2	7
Somewhat likely	23	24	16	30	20	23
Not too likely	22	26	25	17	21	17
Not at all likely	49	43	48	49	57	47
TOTAL Not too/Not at all likely	71	69	73	66	78	64
DK/NA/Ref	1	2	1	<1	1	6

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Q. How likely is it that you might switch your vote to your second choice between now and election day?

Base: Those who have a second choice

How likely are Ontarians to switch their vote? *By region*

	South Central Ontario**	Sub-Region	
		Inner 905	Outer Suburbs
	Oct 7-9	Oct 7-9	Oct 7-9
n=	169	105	64
	%	%	%
TOTAL Very/Somewhat likely	26	21	33
Very likely	9	8	12
Somewhat likely	16	13	21
Not too likely	25	23	29
Not at all likely	48	54	38
TOTAL Not too/Not at all likely	73	77	67
DK/NA/Ref	1	2	-

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Q. How likely is it that you might switch your vote to your second choice between now and election day?

Base: Those who have a second choice

How likely are Ontarians to switch their vote? *By region*

	South Western Ontario	Sub-Region	
		Cities	Towns & Rural
	Oct 7-9	Oct 7-9	Oct 7-9
n=	175	82	93
	%	%	%
TOTAL Very/Somewhat likely	33	37	30
Very likely	3	6	1
Somewhat likely	30	31	29
Not too likely	17	11	22
Not at all likely	49	51	48
TOTAL Not too/Not at all likely	66	63	70
DK/NA/Ref	<1	-	1

Q. How likely is it that you might switch your vote to your second choice between now and election day?

Base: Those who have a second choice

How likely are Ontarians to switch their vote? *By 2006 winning party*

	Ontario	2006 Winning Party		
		Conservative Ridings	Liberal Ridings	NDP Ridings
	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9
n=	629	227	329	74
	%	%	%	%
TOTAL Very/Somewhat likely	28	29	27	27
Very likely	5	5	6	4
Somewhat likely	23	24	21	23
Not too likely	22	25	21	16
Not at all likely	49	46	49	57
TOTAL Not too/Not at all likely	71	70	71	73
DK/NA/Ref	1	1	2	-

Q. How likely is it that you might switch your vote to your second choice between now and election day?

Base: Those who have a second choice

How likely are Ontarians to switch their vote? *By party supporters*

	Ontario	Party Supporters			
		Conservative Voters	Liberal Voters	NDP Voters	Green Voters
	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9
n=	629	196	216	135	76
	%	%	%	%	%
TOTAL Very/Somewhat likely	28	19	30	30	44
Very likely	5	3	8	4	6
Somewhat likely	23	16	22	26	38
Not too likely	22	21	26	20	18
Not at all likely	49	59	44	48	37
TOTAL Not too/Not at all likely	71	80	70	68	55
DK/NA/Ref	1	2	<1	3	1

Q. How likely is it that you might switch your vote to your second choice between now and election day?

Base: Those who have a second choice

How likely are Ontarians to switch their vote? *By demographics*

	Ontario	Age			Education			Household Income			Gender	
		18-34	35-49	50+	High school or less	Some Post-Secondary	Graduated College or University	Less than \$49K	\$50K to \$99K	\$100K or more	Male	Female
	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9
n=	629	189	185	245	150	88	373	166	228	181	336	293
	%	%	%	%	%	%	%	%	%	%	%	%
TOTAL Very/Somewhat likely	28	37	25	23	21	44	26	34	29	24	24	32
Very likely	5	8	3	4	5	5	5	6	5	5	4	7
Somewhat likely	23	29	22	19	16	39	21	28	24	18	20	25
Not too likely	22	25	24	18	20	18	24	17	21	27	23	20
Not at all likely	49	37	51	57	57	38	49	46	49	49	52	46
TOTAL Not too/Not at all likely	71	62	75	75	77	56	73	64	70	76	75	66
DK/NA/Ref	1	1	1	2	2	-	2	3	1	<1	1	2

Q. How likely is it that you might switch your vote to your second choice between now and election day?
 Base: Those who have a second choice

How likely are Ontarians to switch their vote? *By demographics*

	Ontario	Labour Union		Born in Canada		Visible Minority		Born-again Christian		Own/Rent Home	
		Yes	No	Yes	No	Yes	No	Yes	No	Own	Rent
	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9
n=	629	130	487	479	145	96	504	103	508	502	105
	%	%	%	%	%	%	%	%	%	%	%
TOTAL Very/Somewhat likely	28	24	29	28	26	24	28	21	29	27	32
Very likely	5	3	5	4	8	7	4	3	5	5	5
Somewhat likely	23	22	24	25	17	16	24	18	24	23	27
Not too likely	22	23	22	22	21	25	22	22	21	23	17
Not at all likely	49	52	48	48	51	52	49	55	49	49	47
TOTAL Not too/Not at all likely	71	75	70	71	72	77	71	77	70	72	64
DK/NA/Ref	1	1	1	1	2	-	-	2	1	1	4

Q. How likely is it that you might switch your vote to your second choice between now and election day?

Base: Those who have a second choice

How likely are Ontarians to switch their vote? *By gender*

	Ontario	All Men	Men			All Women	Women		
			18-34	35-49	50+		18-34	35-49	50+
	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9
n=	629	336	103	97	133	293	86	88	112
	%	%	%	%	%	%	%	%	%
TOTAL Very/Somewhat likely	28	24	31	23	20	32	44	26	27
Very likely	5	4	4	4	3	7	12	2	6
Somewhat likely	23	20	26	19	17	25	32	24	21
Not too likely	22	23	20	27	24	20	30	21	12
Not at all likely	49	52	49	50	55	46	23	52	60
TOTAL Not too/Not at all likely	71	75	69	77	78	66	54	73	72
DK/NA/Ref	1	1	-	1	2	2	2	1	1

Q. How likely is it that you might switch your vote to your second choice between now and election day?

Base: Those who have a second choice

Detailed Tables

Which party might
Ontarians switch to?

Which party might Ontarians switch to? *By party supporters*

	Ontario	Party Supporters			
		Conservative Voters	Liberal Voters	NDP Voters	Green Voters
	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9	Oct 7-9
n=	825	302	258	159	90
	%	%	%	%	%
Conservative Party – Second Choice	13	-	23	15	19
Liberal Party – Second Choice	21	27	-	40	27
NDP – Second Choice	25	24	39	-	35
Green Party – Second Choice	18	13	21	31	-
Other/Undecided/Won't Vote	25	36	16	15	19

Q. Which federal party's candidate would be your second choice? Would it be the Liberal candidate in your area, the Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area?

Base: Decided voters